

15th Annual Report 2008-2009

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### CHAIRMAN & CEO'S LETTER TO THE SHAREHOLDERS

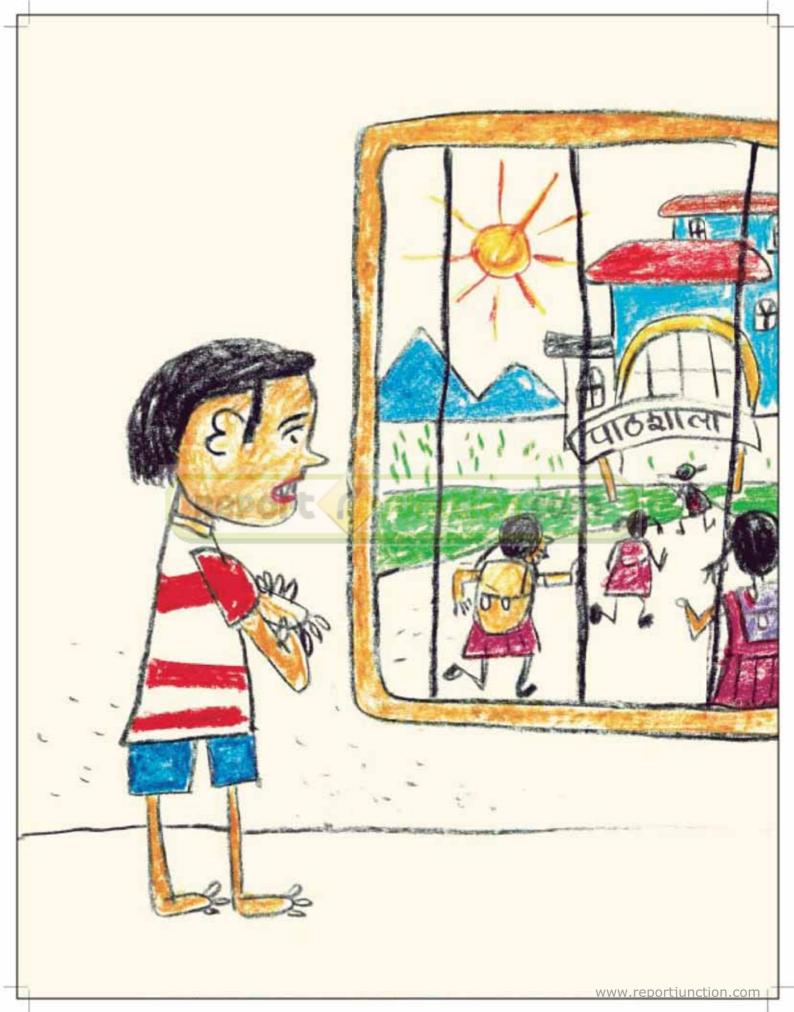


As companies grow more profitable, they often seek to give back a part of their earnings to society. Attitudes to doing so vary. From the narrowly minimalist approach which argues that this is not the function of a corporate enterprise ("the business of business is business" as the economist, Milton Friedman put it) to the instrumentalist attitude which gives back to society in ways which could benefit the business prospects of the corporate enterprise, to pure philanthropy wherein the objectives of corporate social responsibility are set independently of what might benefit the corporate enterprise, companies are driven by different philosophies.

The Axis Bank Foundation was set up in 2006 to provide philanthropy, and is registered as a public trust. Your Bank transfers each year 1% of its net profit for the previous year to the Foundation, this being the maximum which the RBI permits. *Giving Back* is therefore the theme of this Report, and in several pages we describe the exceptional endeavours of NGOs which the Foundation supports through the lives of those who benefit. The trustees who run the Foundation have focused on education for underprivileged children, and these are largely supported by programme grants so that projects become replicable.

This is a good time for your Bank to be 'giving back', for it has just completed a very successful year. Its Net Profit rose 69.50% to Rs. 1,815.36 crores, its assets grew 35%, and productivity and efficiency levels (whether measured by Return on Assets or Return on Equity or Profit per Employee) have risen well over the year. Most of all, the Bank finds itself competitively positioned in several of its key businesses, and this should augur well for the year ahead.

P. J. Nayak Chairman & CEO 20<sup>th</sup> April 2009.





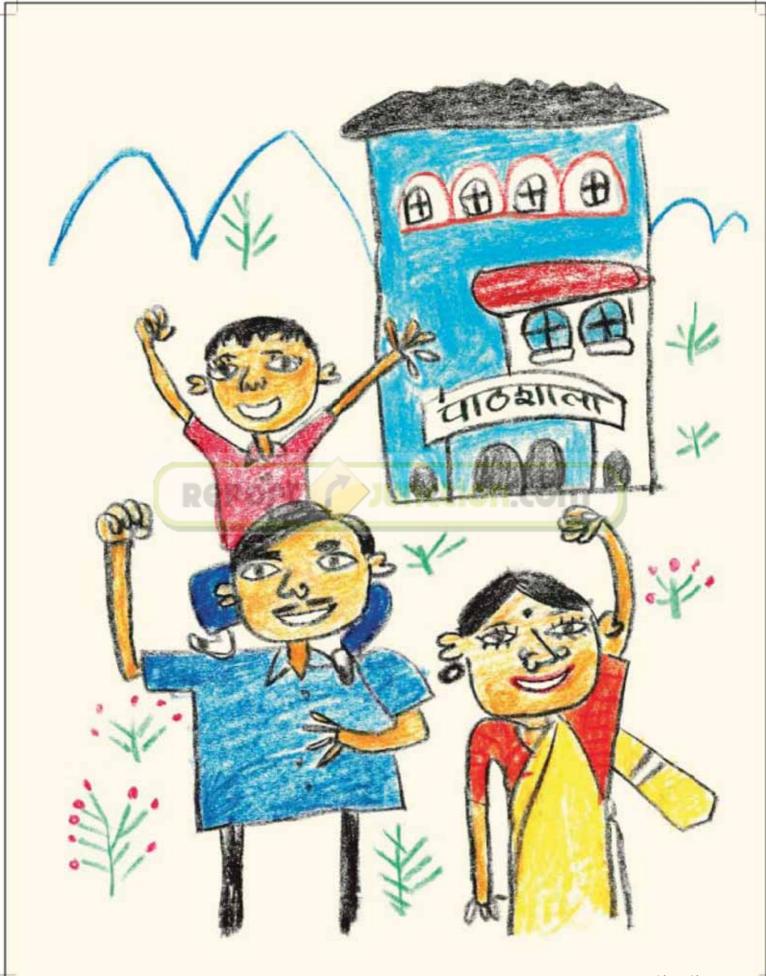
# Walk To School

There is always one moment in childhood when the door opens and lets the future in and eight-year-old Nizammuddin held on to that moment. Nizammuddin was an extremely quiet boy who lived with his three brothers and sister in the Pilli Kothi area in Delhi. His father, Jainuddin, worked in a factory and his mother, Samina, was a maid. The family had just recently migrated from Bihar. Nizammuddin's timid nature convinced his parents and siblings to confine him to their home instead of sending him to school. Nizammuddin's great potential and talent would never have been tapped had it not been for an instructor from DISHA who persuaded him to come to their educational classes.

DISHA is a voluntary organization set up in 1992 by Mr. Ravi Chopra and Ms. Shobana Radhakrishna. It provides services for the socio-economic development of the underprivileged sections of the urban and rural communities in Delhi and Bihar. As part of its development, DISHA has used innovative methods of teaching in its educational centres for non-school going and school going children as also dropouts and disabled children. DISHA's unique way of improving the quality of student learning has helped it win the appreciation of both the central and the state government.

Axis Bank Foundation is assisting DISHA to run bridge courses and remedial classes for 1800 underprivileged children in Mayapuri, Kirti Nagar and Naraina Industrial areas in West Delhi since January 2008.

Today, Nizammuddin has overcome his shyness and takes part in various activities. His interest in studies has been strong enough to push him to the top of his class and to continue studying at home. In August last year, he was mainstreamed into primary school in the DMS colony in Hari Nagar, making his parents very proud. Nizammuddin's is just one of the many lives that DISHA hopes to change.



### BOARD OF DIRECTORS (As on 31st March 2009)

Chairman & Chief Executive Officer P. J. Nayak N. C. Singhal Director A. T. Pannir Selvam Director J. R. Varma Director R. H. Patil Director Rama Bijapurkar Director R. B. L. Vaish Director M. V. Subbiah Director Ramesh Ramanathan Director K. N. Prithvirai Director

P. J. Oza Company Secretary

#### THE CORE MANAGEMENT TEAM

M. M. Agrawal Executive Director (Corporate Banking) V. K. Ramani Executive Director (Technology & Business Processes) S. K. Chakrabarti Executive Director (Mid Corporate Banking) Executive Director (Retail Banking) Hemant Kaul Somnath Sengupta President - Finance & Accounts President & Chief Compliance Officer S. S. Bajaj Snehomoy Bhattacharya President - Human Resources P. Mukherjee President - Credit President - International Banking Vinod George M. V. Subramanian CEO and Executive Trustee, Axis Bank Foundation Rajagopal Srivatsa President - Business Banking S. K. Supekar President & Chief Audit Executive B. Gopalakrishnan President - Law Manju Srivatsa President - Retail Banking Bapi Munshi President - Treasury C. Babu Joseph President - Advances Sonu Bhasin President - Retail Financial Services R. K. Bammi President - North Zone President - West Zone S. K. Nandi S. K. Mitra President - East Zone President - South Zone C. P. Rangarajan

M/s. S. R. Batliboi & Co. Auditors

**Chartered Accountants** 

M/s. Karvy Computershare Private Limited

Registrar and Share Transfer Agent

**UNIT: AXIS BANK LIMITED** 

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Central Office: Maker Towers 'F', 13th Floor, Cuffe Parade, Colaba, Mumbai - 400 005.

Tel. No.: 022-67074407 Fax No.: 022-2218 6944/2218 1429

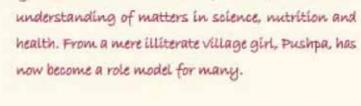


## Science Labs

Pushpa has 7 brothers and sisters. Her father used to stitch clothes and her mother was an anganwadi worker. During her early childhood she lived with an aunt whose family would not send girls to school. For this reason Pushpa was denied an education and kept at home to do household chores. Three years after living with her aunt, she returned to her parents' village, Rawra, where she came in contact with Doosra Dashak and enrolled in their residential camp.

Doosra Dashak is a programme about education and development, focusing on adolescents and young adults. This project has been implemented by the Foundation for Education and Development in the rural areas of Rajasthan since May 2001. This foundation was started by Mr. Anil Bordia, formerly Secretary for Education, Government of India, along with a few friends. It provides public labs for schools without laboratories, so that their students can use them. They also hold science fairs, which include demonstrations, experiments, workshops, exhibitions, magic shows and group discussions. In doing this, participants are exposed to a variety of experiences, which help them understand the significance of science, and helps them develop a capacity to find solutions to day-to-day problems using scientific methods.

with the help of these labs and science workshops, Pushpa has been able to use this knowledge to educate the people of her village and prevent them from believing in the medical efficacies of traditional rituals. She has been able to do so by providing simple scientific explanations of observed phenomena. Pushpa and other youngsters work towards providing a rational





Axis Bank Foundation is supporting the operational costs of five Gyan Vigyan Kendras, ten Vigyan Kendras and five block level Science Fairs in five blocks in five different districts in Rajasthan.